Our logo official colours

|	CMYK	RGB	Pantone	Ral	NCS
Metal Work orange	0 80 100 0	232 78 15	1665 C	2009	S 0585-Y70R
Metal Work dark grey	0 0 0 65	124 124 124	COOL GRAY 10 C	7011	S 7005-B20G

The use of the Metal Work brand requires some important considerations. Here are the guidelines to follow:

Authorization: always obtain authorization from the headquarters (marketing office) before using the Metal Work brand.
You can contact them at the email address infomarketing@metalwork.it.

Correct File: when using the brand, make sure you have the correct file. This is essential to maintain the proportions and the proper resolution.

Specific Use: whenever the Metal Work brand is used for documents, publications, brochures, videos or anything else, always request authorization from the marketing office. If possible, provide a draft for evaluation.

Restrictions: remember that the authorization for a specific use does not automatically authorize the use of the brand for other purposes not previously viewed by the marketing office.

The trademark
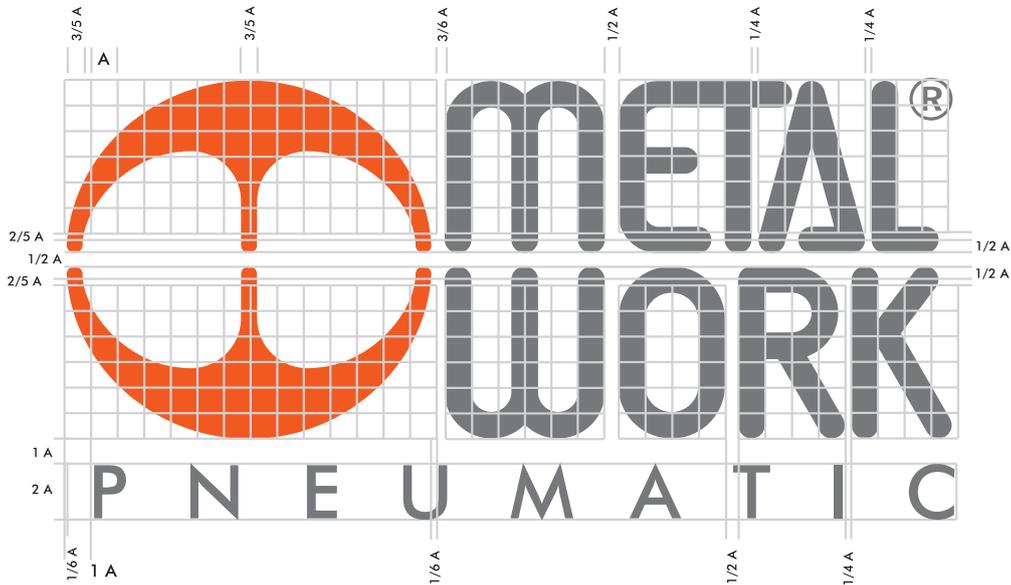
From a visual point of view the trademark is the most important means of communication.
It has two main functions: ensure instant recognition of the company's products and service and graphically represent the company's prestige and tradition.
Its effectiveness through time depends on a constant correct use of visual communications in the whole company.
The block surrounding and containing the trademark is made up of squares.

The side of a square acts as basic unit of measurement (A).
The wording Metal Work has never to be composed using other fonts or styles, nor combinations of capital and small letters.

The positive / negative trademark
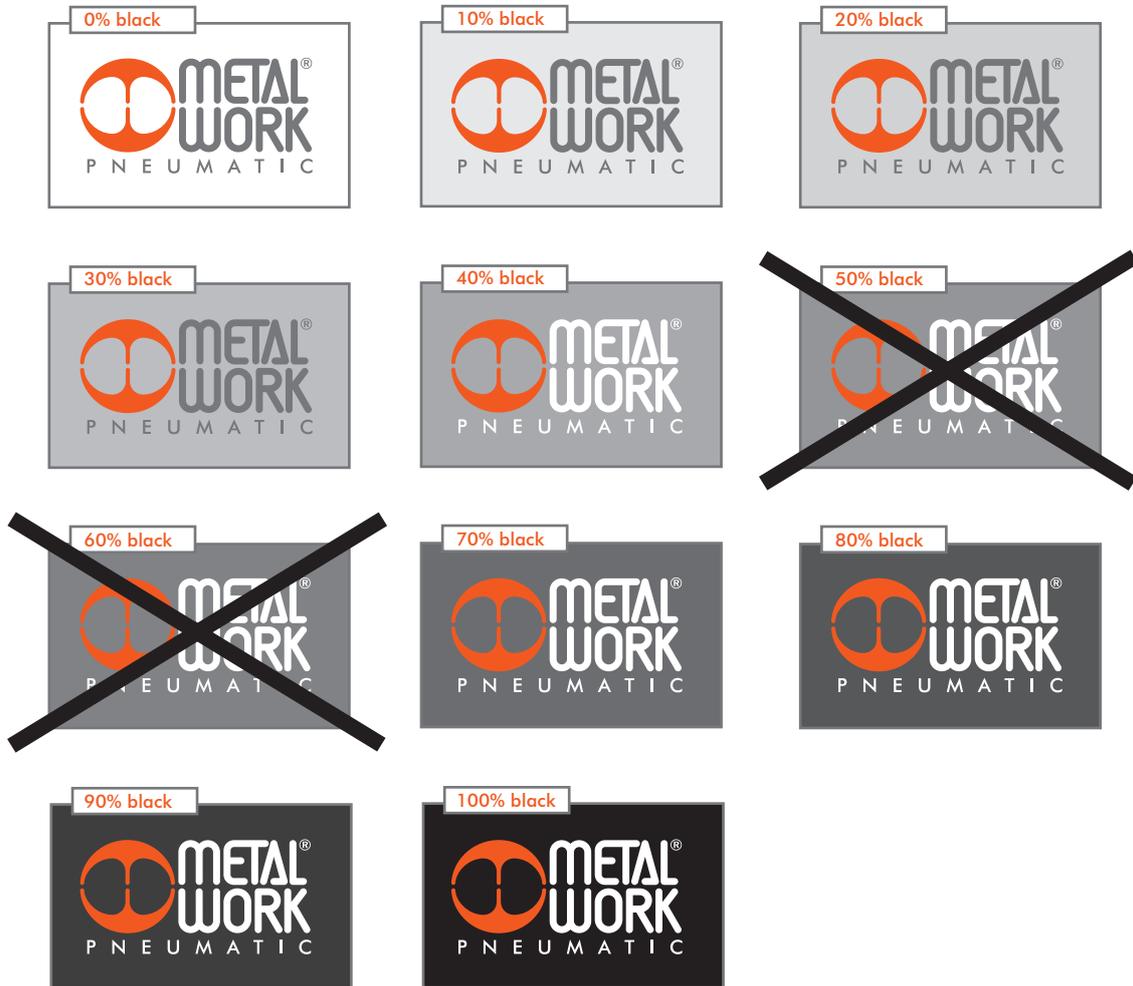
The positive version is used to reproduce the trademark on white or very pale backgrounds.
The negative version is used when the trademark is reproduced on a black or dark background.
In order to perceive Metal Work trademark correctly, it should not be used on a 50% - 60% black background.

Correct use of the trademark

Metal Work trademark must be used correctly and needs to be easily identifiable.
The logo has not to be altered in any way (no additions, etc.).

Below a few examples of wrong uses of Metal Work trademark.